

Wayland Cultural Council

**DRAFT** Meeting Minutes

November 25, 2019

Wayland Town Hall, [INSERT ROOM]

Committee members in attendance: Rachel Sideman-Kurtz (Co-Chair); Brenda Ross; Barbara Holtz; Louise Reck; Susan Warren; Adam Gutbezahl; Sean Ahern

Committee members not in attendance: Jon Saxton (Co-Chair); Kathy Trogolo; Zoe Hughes; Rebecca Ahmed

Members of the public in attendance: Richard Lee

Meeting Materials: Draft 11/4/19 minutes; schedule of events for grant recipients

**1. Approval of Minutes**

Mrs. Ross moved to approve the minutes for the Nov. 4, 2019 meeting. Ms. Holtz seconded the motion. Vote approved 6-0-1, with Mr. Gutbezahl voting present.

**2. Communication with Grant Applicants**

Ms. Holtz and Ms. Trogolo sent denial letters to all applicants who did not receive grants this cycle. Ms. Holtz mentioned she received responses from some grant applicants, and stated the Council will know by the weekend after Thanksgiving whether anyone contests the denial.

Ms. Holtz then shared with the Council that she and Ms. Trogolo will send the approval letters beginning the week of Dec. 2, 2019.

**3. Additional Funding**

Ms. Sideman-Kurtz initiated a discussion about considering for what the Council would like to seek additional funding. She mentioned a conference which discussed looking at public art on byways, roadways, and trailways. The Town Planner, Mr. Sarkisian, attended this conference, and Ms. Sideman-Kurtz learned from Mr. Sarkisian that the Economic Development Committee is seeking signage and branding throughout the Town. A discussion ensued as to the Council's interest. Ms. Sideman-Kurtz also mentioned potential partnerships and/or collaborations with ArtsWayland.

The Council then addressed possible approaches to seek additional funding. Mrs. Ross mentioned the Council's historic interest in doing things in Town but being limited by a lack of funding. Mr. Gutbezahl spoke of different methods of funding in the Town, such as making a request to the Board of Selectmen or at Town Meeting. Ms. Holtz spoke of a conversation with Luis Cotto, the MCC liaison, who mentioned other potential sources of additional funding. Mr. Ahern suggested speaking with Mr. Sarkisian about whether it is too late to obtain grant funding for the byway/roadway/trailway beautification project. Ms. Reck suggested determining for what the Council would like additional funds and then determine the amount needed. Mrs. Ross also mentioned the possibility of contacting other cultural councils to better understand the commitment and better determine whether seeking and expending additional funding is something this Council wishes to do.

The Council agreed that it will continue researching the possibility and better determine how to approach this subject.

**4. Community Survey**

Mrs. Ross discussed the template used for the Council's previous survey. She also mentioned that last time there was discussion of sending a survey to grantees to have people take them at the events; however, it was unclear whether this occurred. Ms. Sideman-Kurtz asked to review the survey questions used last time to determine whether that survey could be used again in the future.

**5. Marketing**

Ms. Sideman-Kurtz said the marketing subcommittee would meet on Dec. 17, 2019.

**6. Next Meeting**

Ms. Sideman-Kurtz announced that a Doodle poll will be sent to coordinate the next Council meeting date.

**7. Additional Items**

Ms. Holtz provided a schedule of the grant recipients for FY2020. Ms. Sideman-Kurtz suggested Ms. Holtz and Ms. Trogolo coordinate on updating the list. A discussion occurred on the possibility of including such a schedule with tax bills mailed to Wayland residents.

**8. Adjourn**

Mr. Gutbezahl moved to adjourn the meeting. Mr. Ahern seconded the motion. Unanimous approval.